

PrepTalk Released: The Big One Podcast Team's 'Storytelling to Promote Action'

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WASHINGTON — FEMA and its emergency management partners released The Big One podcast team's "[Storytelling to Promote Action](#)" today. In their PrepTalk, the team shares why they developed "The Big One: Your Survival Guide" and how to tell stories that compel people to prepare for disasters. Their podcast explores what it would be like if a major earthquake were to hit the Los Angeles area.

FEMA Deputy Administrator for Resilience Daniel Kaniewski said that "As the recent earthquakes in California demonstrate, we must be prepared for whatever disaster might strike next. We appreciate the efforts of The Big One team to educate Americans on the risks they face and advance FEMA's goal of building a culture of preparedness. Individuals, families, and communities must act now to ensure they are resilient in the wake of a disaster."

The Big One Podcast Team includes host, Jacob Margolis; producers, Arwen Champion Nicks and Misha Euceph; and editor, Megan Garvey. The team works at 89.3 KPCC, Southern California Public Radio. Their PrepTalk video and additional resources are available at www.fema.gov/preptalks/the-big-one.

"PrepTalks provide expertise from a wide range of disciplines to emergency managers across the country. By discussing and implementing the recommendations in PrepTalks, we can strengthen resilience in communities nationwide," said Alex Amparo, Assistant Administrator of the National Preparedness Directorate at FEMA.

PrepTalks is a partnership between FEMA, the International Association of Emergency Managers, the National Emergency Management Association, the National Homeland Security Consortium, and the Naval Postgraduate School Center for Homeland Defense and Security. Additional PrepTalks from the April 2019 symposium in Santa Rosa, Calif. will be released in the coming months. For more information on how you can be prepared for the Big One, visit www.ready.gov.

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